

12164-Principles of Marketing

Rational Statement:

Principles of Marketing offers the student insight into the process affecting the flow of goods and services from producer to consumer. Course content includes general marketing principles of product planning and production, distribution, pricing and promotions.

Suggested Grade Level: 9-12

Topics Covered:

- **Process affecting the flow of goods and services**
- **General marketing**
- **Principles of product planning**
- **Production**
- **Distribution**
- **Pricing**
- **Promotions**

Indicator #1: Discover of the world of Marketing.	
Bloom's Taxonomy Level	Standards and Examples
Understanding	PM.1.1 Recognize that marketing is all around us by identifying its related activities. Examples: <ul style="list-style-type: none">• Describe marketing functions and related activities.• Explain marketing and its importance in a global economy.
Applying	PM.1.2 Discover the economic benefits of marketing. Examples: <ul style="list-style-type: none">• Describe the benefits of marketing.• Define the term economic utility.• Identify the five economic utilities.• Determine forms of economic utility created by marketing activities.
Remembering	PM.1.3 Classify the basic fundamentals and concepts of marketing. Examples: <ul style="list-style-type: none">• Define the term market.• Define the term target marketing.• Define marketing concept.• Understand the difference between customer and consumer.

	<ul style="list-style-type: none"> • Understand the “Four P’s of Marketing.”Understand the “Four P’s of Marketing.”
Remembering	<p>PM.1.4 Define the term market segmentation.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Understand the four methods used to segment a market. • Understand current demographic, psychographic and geographic trends. • Identify differences between a SWOT and PEST analysis.
Applying	<p>PM.1.5 Discover the economic benefits of marketing.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Describe the benefits of marketing. • Define the term economic utility. • Identify the five economic utilities. • Determine forms of economic utility created by marketing activities.

Indicator #2: Research the concept of marketing research and how it relates to marketing.	
Bloom’s Taxonomy Level	Standards and Examples
Remembering	<p>PM .2.1 Classify marketing research and information systems.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Describe the need for marketing information. • Explain the nature of marketing research in a marketing information function. • Explain the nature and scope of the marketing-information function. • Differentiate between primary and secondary data.

Indicator #3: Discuss the relationships between product, price, promotion, and distribution.

Bloom's Taxonomy Level	Standards and Examples
Remembering	<p>PM .3.1 Discuss product planning, mix and development.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain the nature and scope of the product/service management function. • Explain the concept of the product mix. • Plan a product mix. • Explain the functions of packaging.
Analyzing	<p>PM.3.2 Distinguish the factors involved in price planning.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Understand the four market factors that affect price planning. • Understand what demand elasticity is in relation to the law of supply and demand. • Understand the government regulations that affect price planning. • Understand the different forms of price. • Understand the goals of pricing.
Understanding	<p>PM .3.3 Explain the promotional mix, its concepts and strategies.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain the role of promotion as a marketing function. • Explain the elements of the promotional mix. • Explain the components of advertisements. • Explain how advertising affects the market place.
Remembering	<p>PM.3.4 Identify and evaluate the channels of distribution.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain the nature of channels of distribution. • Explain the nature of channel members' relationships. • Explain the shipping process. • Evaluate distribution and the transportation systems and services. • Assume the role of the buyer when purchasing.

Indicator #4: Identify the concept of career and professional development and how they relate to this career field.

Bloom's Taxonomy Level Old/New	Standards and Examples
Remembering	<p>PM .4.1 Describe important career decisions and opportunities.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Identify tentative occupational interests. • Assess personal interests and skills needed for success in business.
Applying	<p>PM .4.2 Implement a career plan.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Analyze employer expectations in the business environment. • Identify desirable personality traits important to business. • Identify sources of career information. • Explain employment opportunities in business. • Identify skills needed to enhance career progression.
Applying	<p>PM .4.3 Apply for a job.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Utilize job-search strategies. • Identify sources of career information. • Complete a job application. • Write a letter of application. • Prepare a resume.
Applying	<p>PM .4.4 Role-play the job interview process.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Interview for a job. • Write a follow-up letter after job interviews.